# 1996 PRELIMINARY PLANNING SESSION BENSON & HEDGES

### **AGENDA**

•	1995 MEDIA PLAN REVIEW	LBCO MEDIA
•	1995 BRAND PERFORMANCE	PM BRAND
•	COMPETITIVE REVIEW	PM MEDIA
•	1996 MEDIA BRIEF	PM MEDIA
•	1996 MEDIA PLAN SCHEMATIC	PM MEDIA
_	DISCUSSION	

October 12, 1995

### **BENSON & HEDGES 1996 MEDIA BRIEF**

#### **OVERALL BUSINESS OBJECTIVES**

- Defend the current franchise: AS 35-54 (65%)
- Achieve competitive trial and conversion against opportunity audience segments:
  - African American Smokers

- Asian Smokers

- Hispanic Smokers

- Gay Smokers

Provide visibility in key B&H markets/top metros

#### **OVERALL STRATEGIES**

- Encourage/reward loyalty to Benson & Hedges current smokers
- Identify high potential competitive menthol smokers
- Support markets where the B&H franchise is highly developed

#### **MEDIA OBJECTIVES**

Budget: \$18.0MM

Audience:

«Base Plan

WS 35-54 -- 40% volume
 MS 35-54 -- 24% volume

Please note that AS 21-34 represent 12% of volume:

«Opportunity Targets

- African American Smokers -- 16.5% volume
- Hispanic Smokers -- 3.16% volume
- Asian Smokers
- Gay Smokers

Geography:

- National print to provide maintenance levels against the core franchise. City publications should be considered to provide additional support in key markets.
- Urban OOH coverage should be provided to support the niche audiences in markets with high penetration.
- Priority markets will be determined based on:
  - SDI of 110+ -- examine menthol, non-menthol SDI's
  - high concentration of "opportunity" audience segments

Communication Goals:

- AS 35-54 levels should average approximately 60-65% reach monthly during the course of the year to afford maximum continuity.
- Maximize reach and continuity against the Opportunity Audience Segments as defined above.

Provide impression delivery 2X volume contribution against the African American franchise.

Schedulina:

- Key retail months: March, June, August, November
- Frontload plan

)6029552

DPB

### **BENSON & HEDGES 1996 MEDIA BRIEF**

### Creative Considerations

- Print Pages
- OOH Urban OOH, 8 sheet, 30 sheet; bulletins, transit used selectively

### Other Considerations

- Core audience should be reached as efficiently as possible, with this criteria being the primary selection criteria (vs this year where merchandising programs were judged critical as well). This tactic will enable the plan to maximize reach and continuity against this franchise for the lowest out of pocket cost.
- Merchandising Support -- continue synergistic column program in scheduled publications.
- Club B&H will be rolled-out in key markets; merchandising can be used to support this effort.

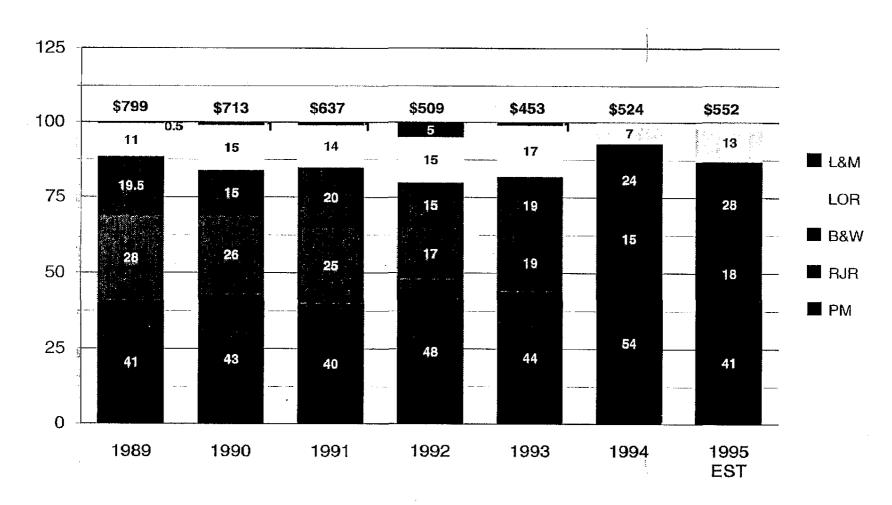
### Contingency Plans

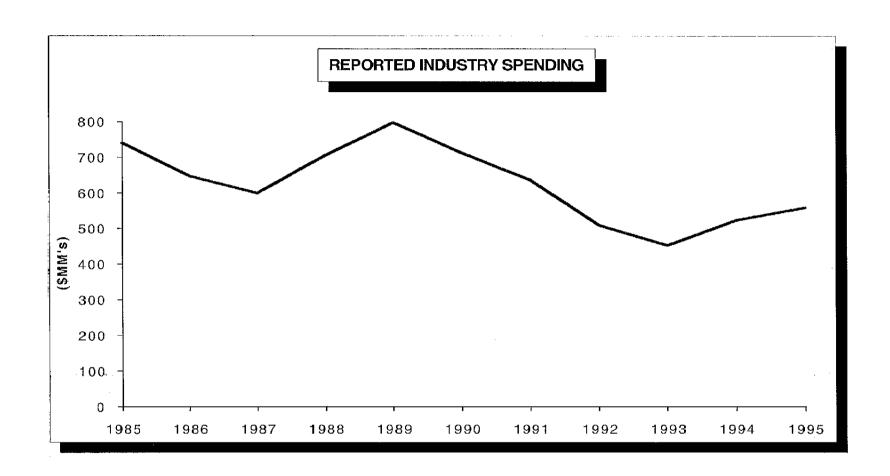
Should be developed on the basis of budget increases and decreases. Plan components should be prioritized with a price tag assigned.

### Alternative Plan

Develop a plan which incorporates "traditional" OOH within the given budget level.

## REPORTED SPENDING BY COMPANY SHARE OF SPENDING





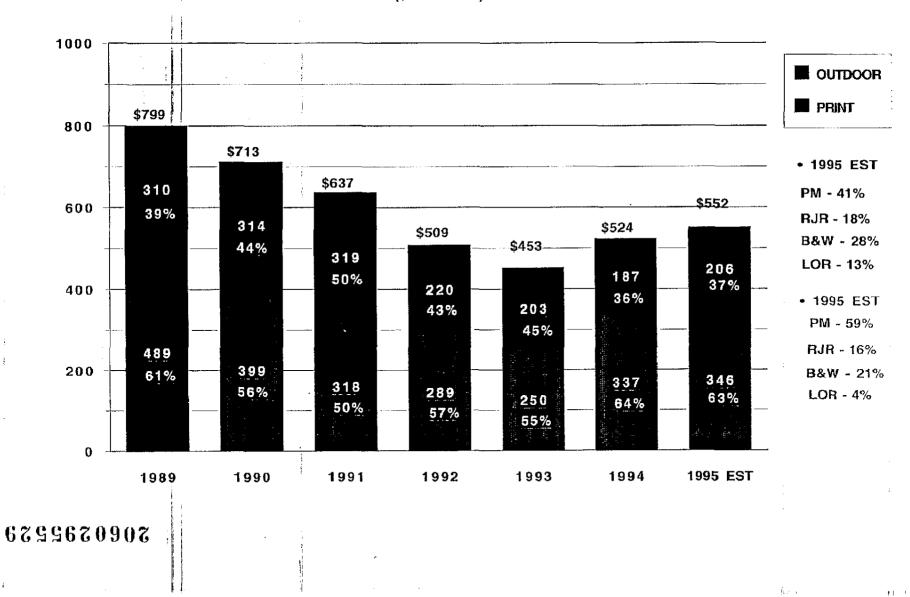
### 8799670907

But the Sale transaction of the con-

SOURCES: LEO BURNETT-OOH; LTS-MAGAZINES, SUPPS, ROP; USSPI-SUBURBAN NEWSPAPERS; AD TRACKING-FSI'S

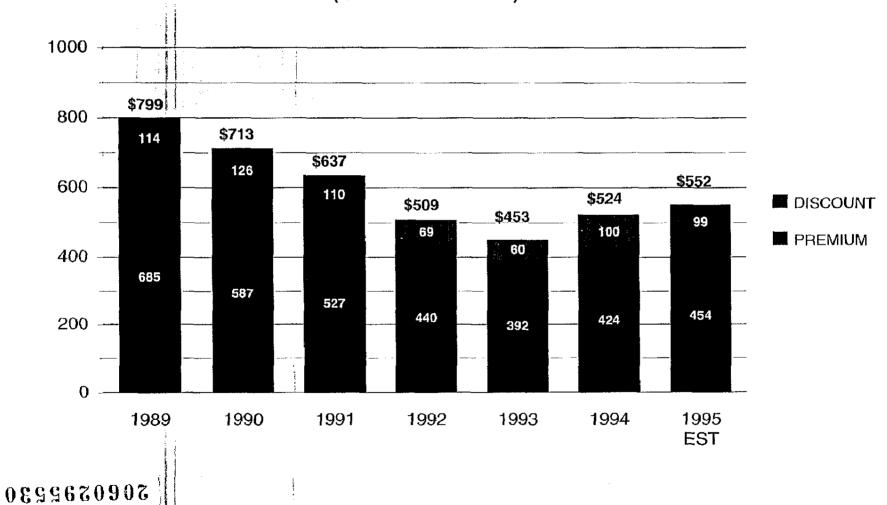
### REPORTED INDUSTRY SPENDING

PRINT VS. OUTDOOR (\$ MILLIONS)



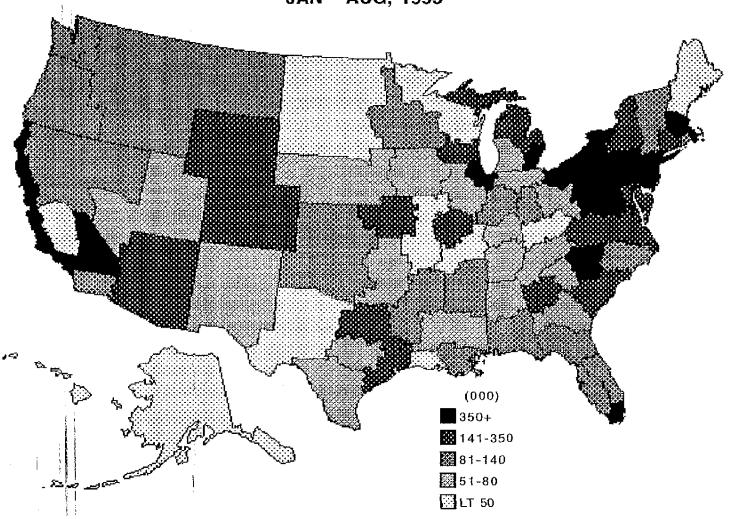
## REPORTED INDUSTRY SPENDING

# PREMIUM VS. DISCOUNT (\$ MILLIONS)



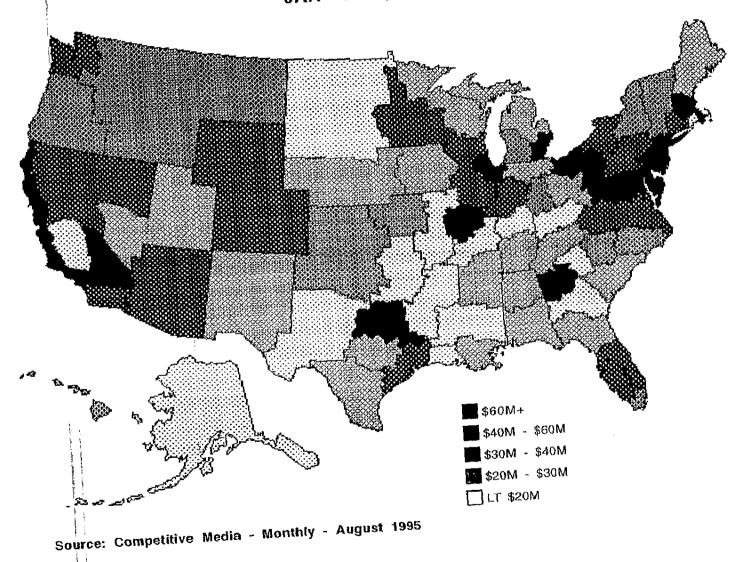
### NEWPORT TOTAL MEDIA SPENDING

**JAN - AUG, 1995** 



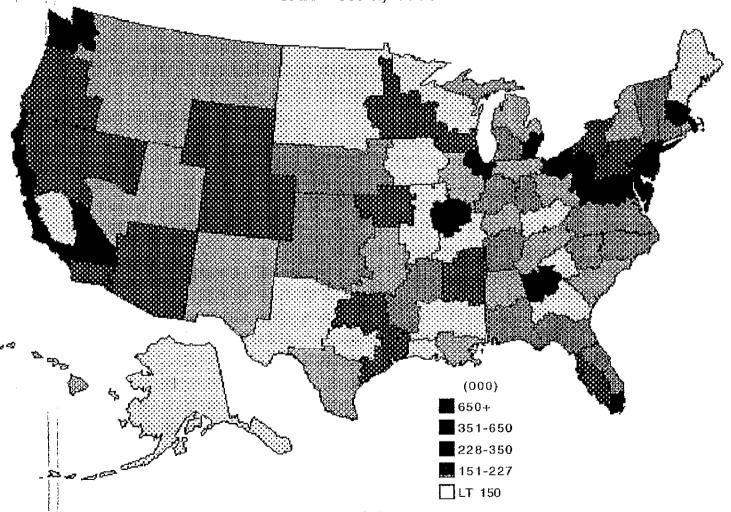
Source: Competitive Media - Monthly - August 1995

## SALEM TOTAL REPORTED SPENDING JAN - AUG, 1995

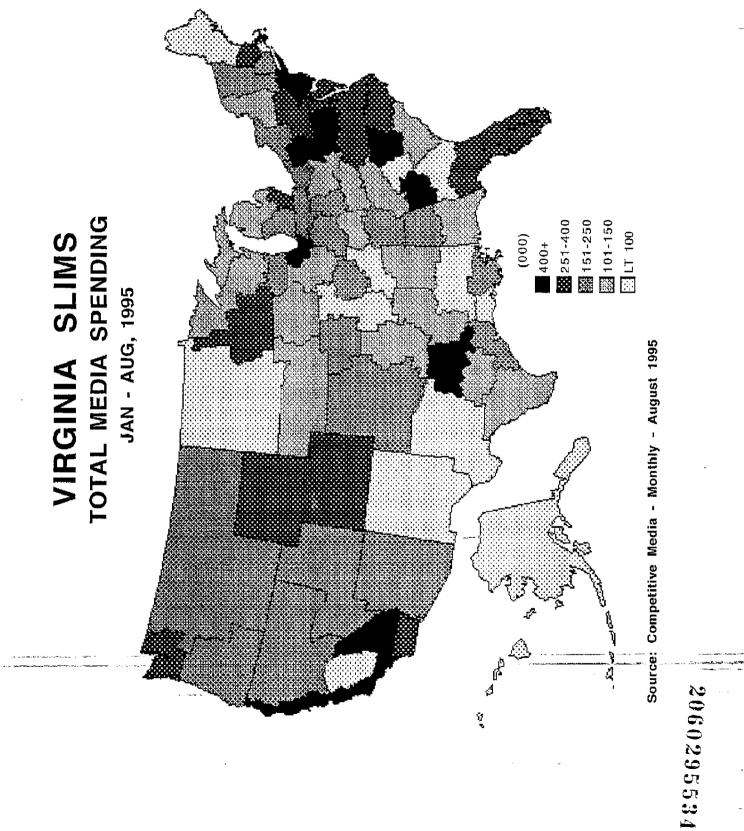


# **KOOL**TOTAL MEDIA SPENDING

**JAN - AUG, 1995** 

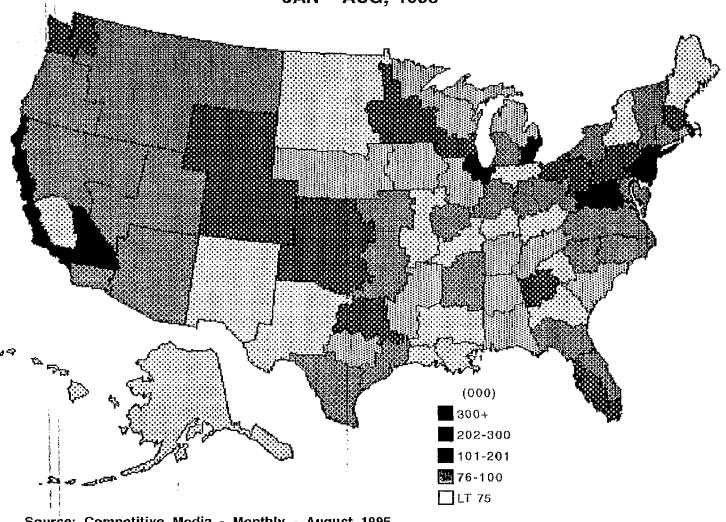


Source: Competitive Media - Monthly - August 1995



### WINSTON **TOTAL REPORTED SPENDING**

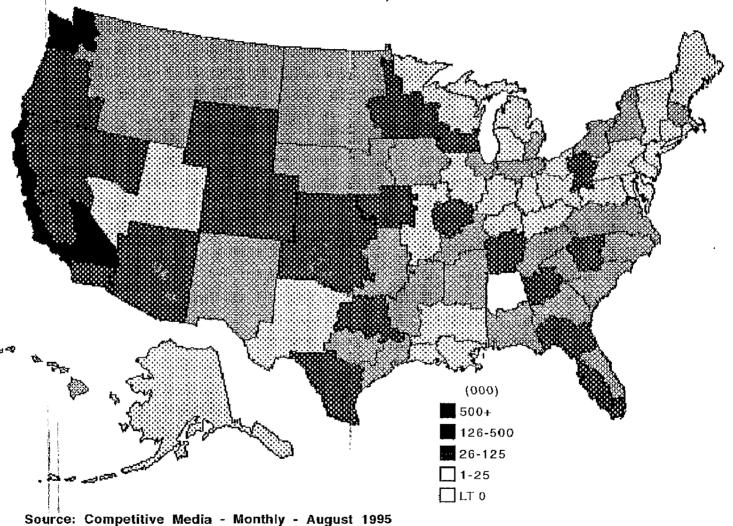
**JAN - AUG, 1995** 



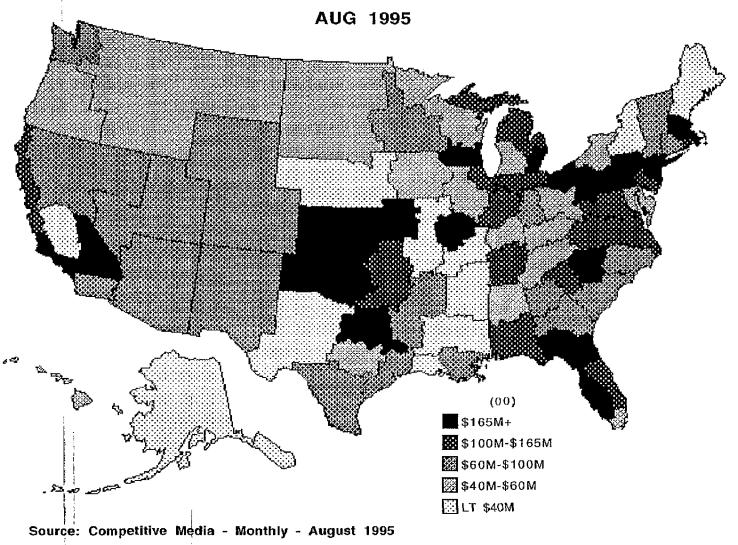
Source: Competitive Media - Monthly - August 1995

# GPC TOTAL REPORTED SPENDING

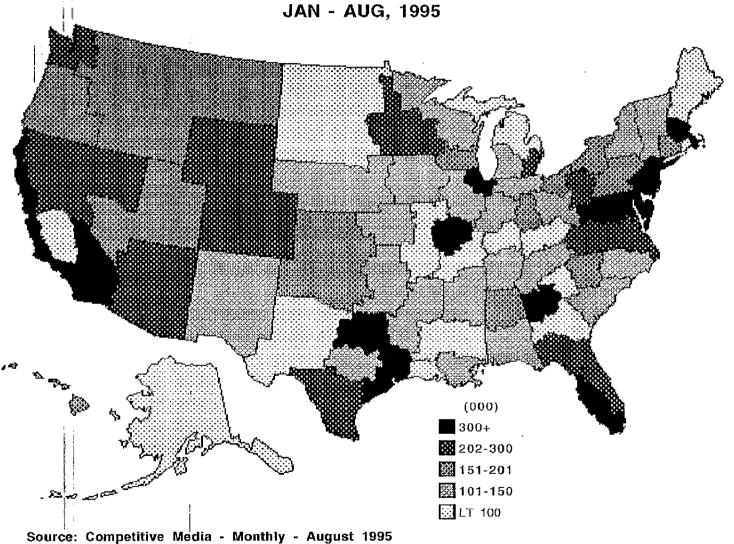
**JAN - AUG, 1995** 



Tot Misty
Expenditures (\$Reported) Total

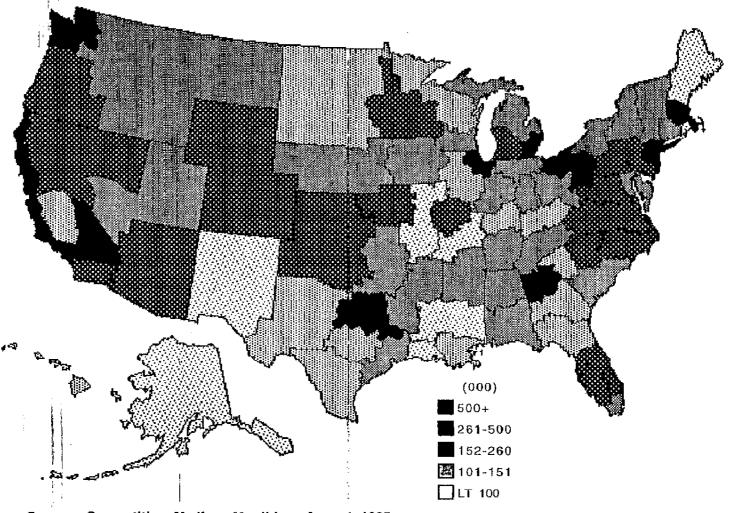


### **BENSON & HEDGES TOTAL MEDIA SPENDING**



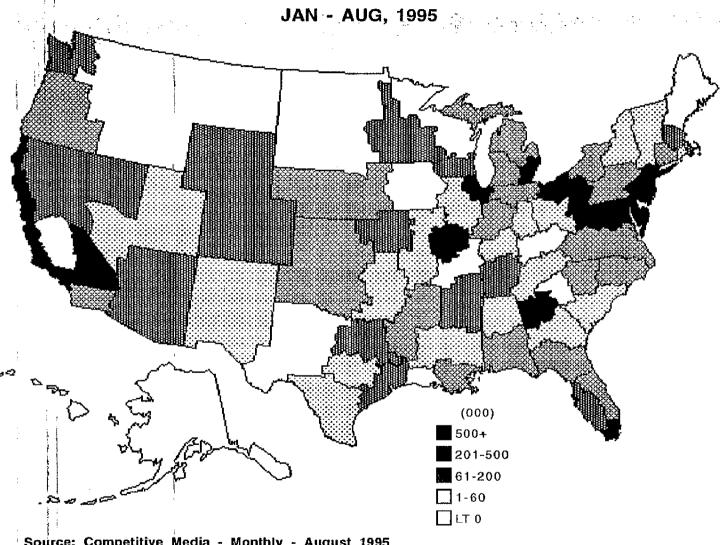
## BASIC TOTAL REPORTED SPENDING

**JAN - AUG, 1995** 



Source: Competitive Media - Monthly - August 1995

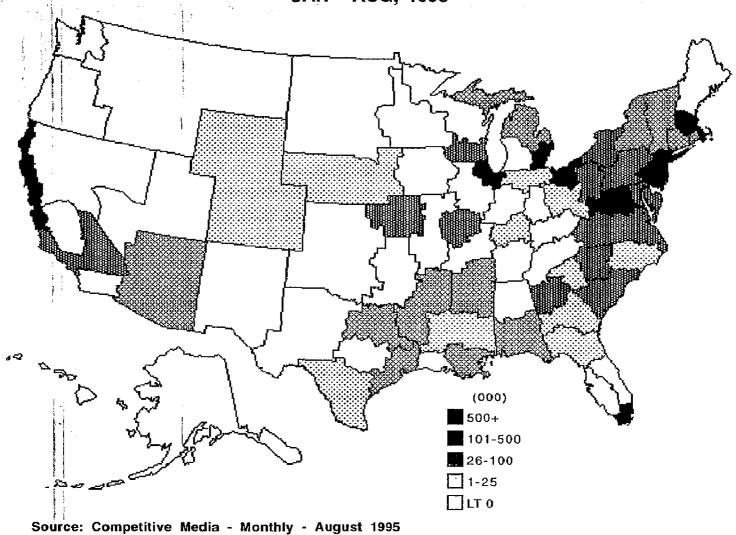
## **KOOL** REPORTED OOH SPENDING

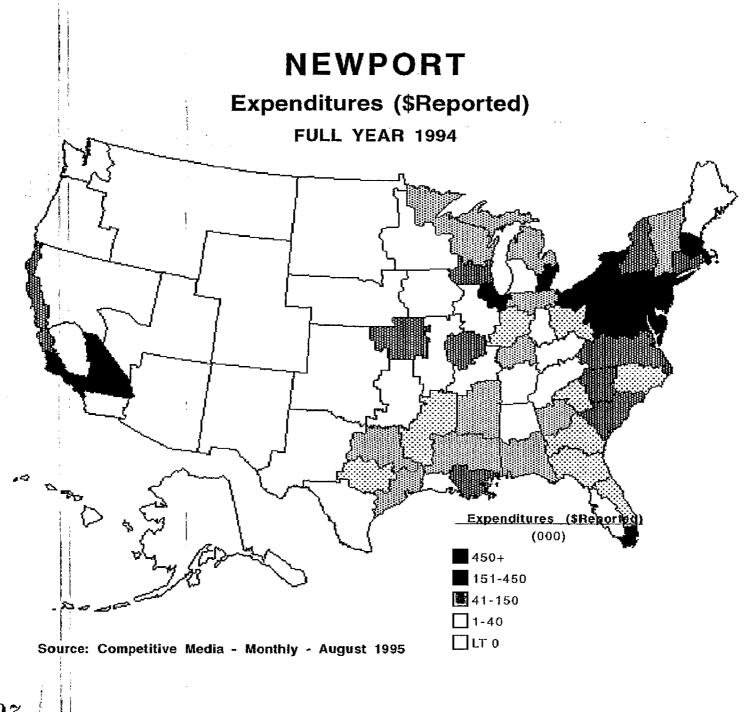


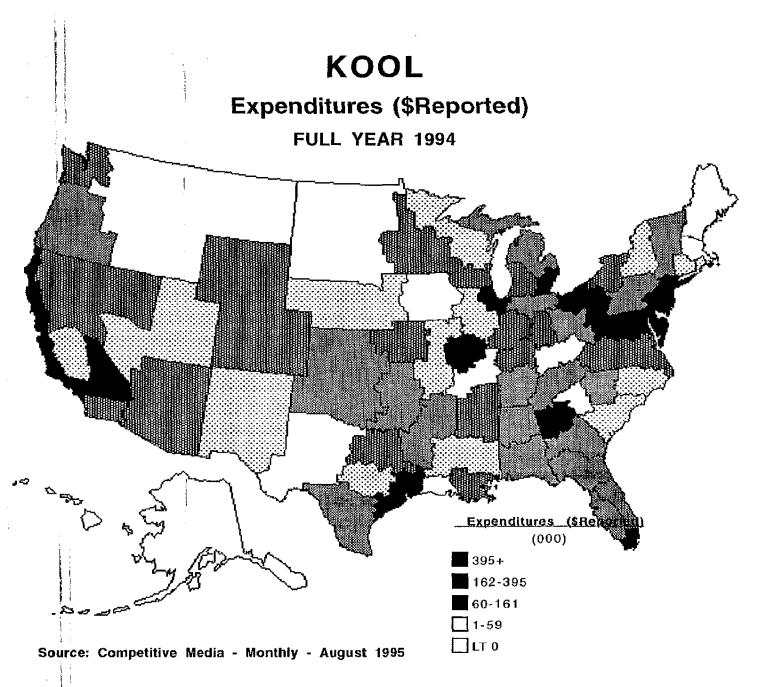
Source: Competitive Media - Monthly - August 1995



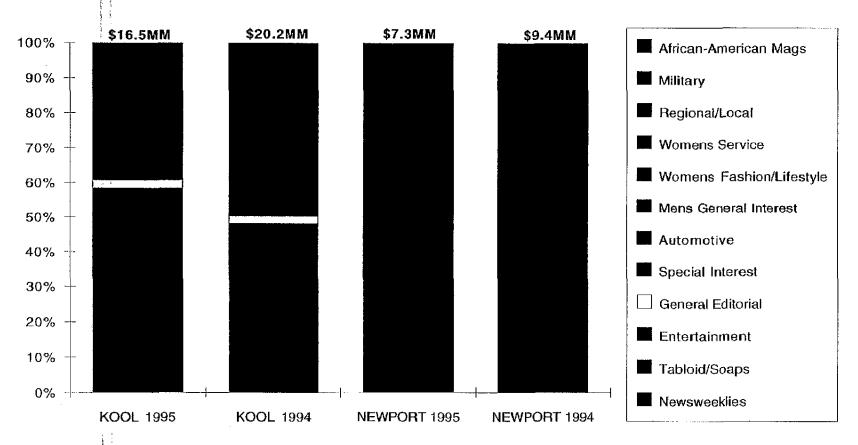
**JAN - AUG, 1995** 







### **MAGAZINE SPENDING OVERVIEW**



1123620902

NEWPORT

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	13	17	16	12	16	15	14
GRP'S:							
AS: 25-54 MS: 25-54 FS: 25-54	85 82 93	113 109 111	97 102 93	85 83 87	113 123 99	107 101 1 <b>1</b> 9	123 107 141
REACH/FREQ:				-			
AS: 25-54 MS: 25-54 FS: 25-54	47.2/1.8 48.2/1.7 51.7/1.8	53.6/2.1 52.0/2.1 55.5/2.0	51.3/1.9 51.2/2.0 51.7/1.8	47.0/1.8 45.9/1.8 48.1/1.8	51.5/2.2 53.4/2.3 49.6/2.0	53.3/2.0 50.4/2.0 56.7/2.1	55.7/2.2 50.8/2.1 61.3/2.3
OOH: (\$MM)							
BULLETINS POSTING	\$735 \$330	\$757 \$352	\$931 \$453	\$968 \$447	\$1,079 \$862	\$1,023 \$948	\$1,032 \$989

KOOL
TOTAL INSERTIONS: 188

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	26	25	32	23	26	26	30
GRP'S:							
AS: 25-54 MS: 25-54 FS: 25-54	157 140 170	167 167 168	221 237 207	187 191 177	160 165 162	201 191 219	201 213 189
REACH/FREQ:							
AS: 25-54 MS: 25-54 FS: 25-54 OOH: (\$MM)	62.7/2.5 60.9/2.3 65.1/2.6	66.8/2.5 66.6/2.5 67.1/2.5	73.8/3.0 74.2/3.2 73.8/2.8	69.4/2.7 70.6/2.7 68.1/2.6	66.6/2.4 66.0/2.5 67.3/2.4	71.7/2.8 68.3/2.8 75.4/2.9	71.8/2.8 73.3/2.9 70.1/2.7
BULLETINS POSTING	\$1,777 \$334	\$1,754 \$390	\$2,022 \$601	<b>\$</b> 2,150 <b>\$</b> 533	\$2,050 \$434	\$1,820 \$455	\$2,009 \$385

CAMEL

1994	JANUARY	FEBRUARY	MARCH	<b>A</b> PRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
#INSERTIONS	9	13	41	30	15	11	19	20	19	14	20	18
GRPS:												
AS: 25-54	23	120	238	151	88	98	97	171	104	66	83	176
MS: 25-54	36	123	242	159	110	99	132	188	124	71	94	171
FS: 25-54	5	117	235	144	55	92	56	145	79	60	66	176
REACH/FREQ:												
AS: 25-54	14.1/1/6	59.8/2.0	74.5/3.2	62.8/2.4	46.1/1.9	54.6/1.8	46.0/2.1	65.9/2.6	49.7/2.1	41.0/1.6	43.8/1.9	67.8/2.6
MS: 25-54	22.7/1.6	58.5/2.1			55.0/2.0				53.8/2.3	41.7/1.7	49.7/1.9	65.6/2.6
FS: 25-54	4.1/1.3	61.5/1.9	75.9/3.1		36.4/1.5						36.8/1.8	70.4/2.5
1 0. 25 0 1	4.17 7.0	01.070	. 0.0, 0.1	02.0, E.O	00.471.0	04.171.7	05.0/1.4	00.072.E	40.0/1./	70.071.0	00.0,1.0	70.472.0
OOH: (\$MM) BULLETINS 30-SHEET	\$40 \$0	\$42 \$0	\$112 \$0	\$120 \$0	\$58 \$0	\$25 \$0	\$125 \$45	\$1,381 \$1,459	\$1,680 \$1,836	\$1,420 \$1,283	\$1,265 \$1,387	\$195 \$64

WINSTON

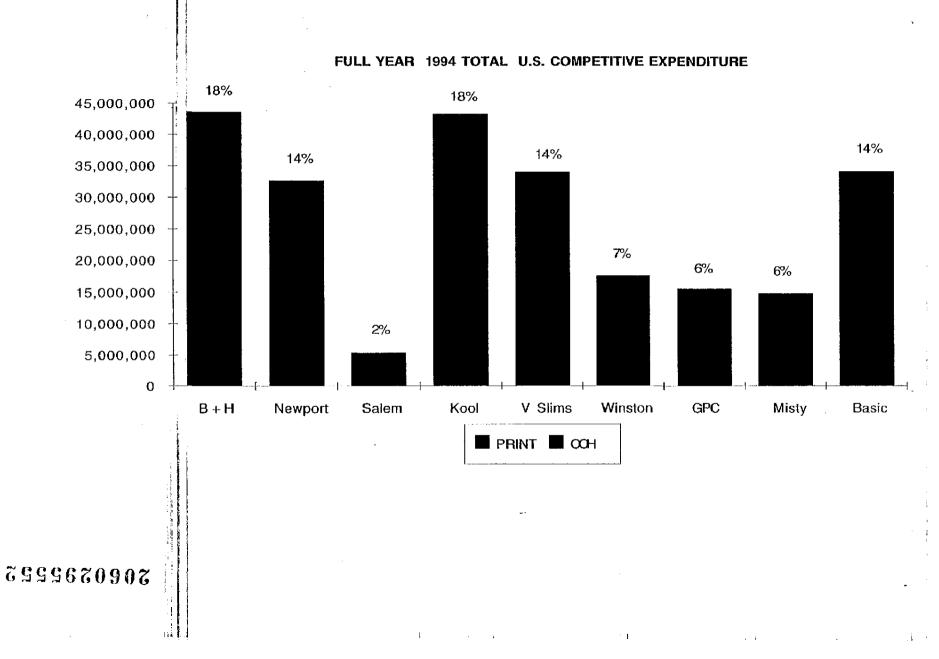
YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	25	9	10	17	14	16	11
GRP'S:							
AS: 25-54	176	66	61	101	124	94	80
MS: 25-54	176	66	74	97	118	94	79
FS: 25-54	170	61	52	105	130	94	86
REACH/FREQ:							
AS: 25-54	67.8/2.6	43.8/1.5	40.9/1.5	56.0/1.8	61.8/2.0	52.2/1.8	49.9/1.6
MS: 25-54	67.6/2.6	44.0/1.5	46.0/1.6	53.8/1.8	58.9/2. <b>0</b>	52.3/1.8	49.4/1.6
FS: 25-54	68.1/2.5	43.6/1.4	34.8/1.5	58.5/1.8	65.1/2. <b>0</b>	52.1/1.8	50.7/1.7
OOH \$: (\$MM)							
BULLETINS	\$69	\$878	\$1,057	\$238	\$19	\$0	\$0
POSTING	<b>\$</b> 9 <sup>1</sup>	\$965	\$964	\$120	\$29	\$2	÷ \$ 0

MISTY

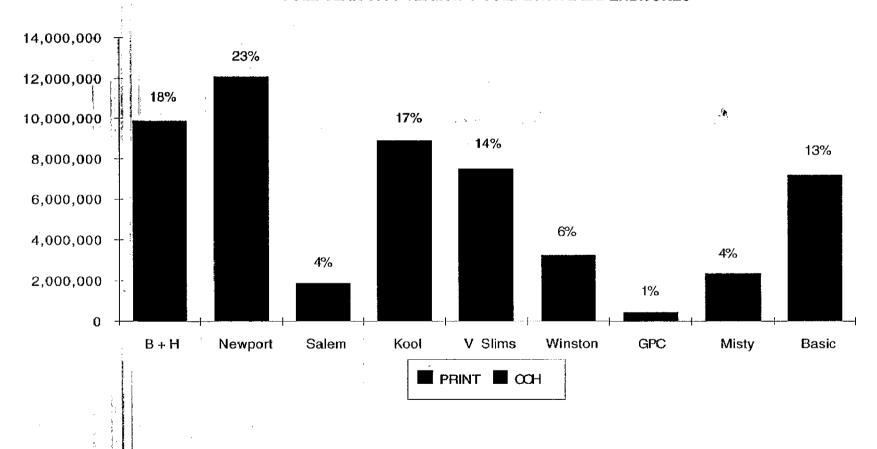
1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
# INSERTIONS	1	5	27	10	11	16	9	12	17	21	26	23
GRPS:												
AS: 25-54	14	37	179	56	88	128	70	69	120	151	167	173
MS: 25-54	11	28	101	28	52	72	42	43	74	91	63	93
FS: 25-54	16	49	274	86	128	197	106	99	163	220	288	247
REACH/FREQ:												
AS: 25-54	13.7/1.0	23.4/1.6	59.5/3.0	37.2/1.5	49.0/1.8	53.3/2.4	38.7/1.8	34.7/2.0	54.5/2.2	58.1/2.6	52.1/3.2	57.6/2.9
MS: 25-54	11.4/1.0	18.7/1.5	45.7/2.2	23.2/1.2	37.3/1.4	38.0/1.9	26.3/1.6	23.7/1.8	43.5/1.7	45.4/2.0	30.0/2.1	42.4/2.2
FS: 25-54	16.3/1.0	28.8/1.7	76.1/3.6	53.7/1.6	63.9/2.0	70.4/2.8	52.9/2.0	47.1/2.1	67.8/2.4	73.2/3.0	75.7/3.8	74.7/3.3
OOH: (\$MM)												
BULLETINS	0	O	0	\$23	\$176	\$32	\$336	\$351	\$20	\$15	0	0
30-SHEET	\$8	\$11	\$359	\$8	\$1,051	\$376	\$267	\$1,130	\$277	\$4	\$548	\$101

### **FULL YEAR 1994 COMPETITIVE EXPENDITURES**

B + H Newport Salem Kool	7,623,519 2,052,608 695,198	25% 7%	635,763	3%	8,259,282	4 507
Salem					0,209,202	15%
	695,198		5,441,661	23%	7,494,269	14%
Kool		2%	439,725	2%	1,134,923	2%
	4,345,413	14%	6,410,908	27%	10,756,321	20%
V Slims	6,069,080	20%	1,354,050	6%	7,423,130	14%
Winston	2,631,990	9%	1,469,592	6%	4,101,582	8%
GPC	472,644	2%	2,883,947	12%	3,356,591	6%
Misty	2,173,941	7%	1,585,325	7%	3,759,266	7%
Basic	4,522,524	15%	3,107,998	13%	7,630,522	14%
TOTAL REGION 4	30,586,918	100%	23,328,969	100%	53,915,887	100%
	, ,	,				
REGION 5	PRINT	,	ООН		TOTAL	
REGION 5 B + H	, ,	28%	00H 1,762,465	9%	<b>TOTAL</b> 10,344,079	21%
	PRINT			9% 4%		21% 6%
B + H	<b>PRINT</b> 8,581,614	28%	1,762,465		10,344,079	
B + H Newport	PRINT 8,581,614 2,005,991	28% 7%	1,762,465 843,482	4%	10,344,079 2,849,473	6%
B + H Newport Salem	PRINT 8,581,614 2,005,991 730,413	28% 7% 2%	1,762,465 843,482 0	4% 0%	10,344,079 2,849,473 730,413	6% 1%
B + H Newport Salem Kool	PRINT 8,581,614 2,005,991 730,413 4,209,641	28% 7% 2% 14%	1,762,465 843,482 0 5,019,204	4% 0% 26%	10,344,079 2,849,473 730,413 9,228,845	6% 1% 18%
B + H Newport Salem Kool V Slims	PRINT 8,581,614 2,005,991 730,413 4,209,641 5,687,906	28% 7% 2% 14% 19%	1,762,465 843,482 0 5,019,204 758,364	4% 0% 26% 4%	10,344,079 2,849,473 730,413 9,228,845 6,446,270	6% 1% 18% 13%
B + H Newport Salem Kool V Slims Winston	PRINT 8,581,614 2,005,991 730,413 4,209,641 5,687,906 2,694,664	28% 7% 2% 14% 19% 9%	1,762,465 843,482 0 5,019,204 758,364 1,038,887	4% 0% 26% 4% 5%	10,344,079 2,849,473 730,413 9,228,845 6,446,270 3,733,551	6% 1% 18% 13% 7%
B + H Newport Salem Kool V Slims Winston GPC	PRINT 8,581,614 2,005,991 730,413 4,209,641 5,687,906 2,694,664 366,902	28% 7% 2% 14% 19% 9% 1%	1,762,465 843,482 0 5,019,204 758,364 1,038,887 6,874,527	4% 0% 26% 4% 5% 35%	10,344,079 2,849,473 730,413 9,228,845 6,446,270 3,733,551 7,241,429	6% 1% 18% 13% 7% 15%
Winston GPC Misty Basic	2,631,990 472,644 2,173,941 4,522,524	9% 2% 7% 15%	1,469,592 2,883,947 1,585,325 3,107,998	6% 12% 7% 13%	4,101,582 3,356,591 3,759,266 7,630,522	

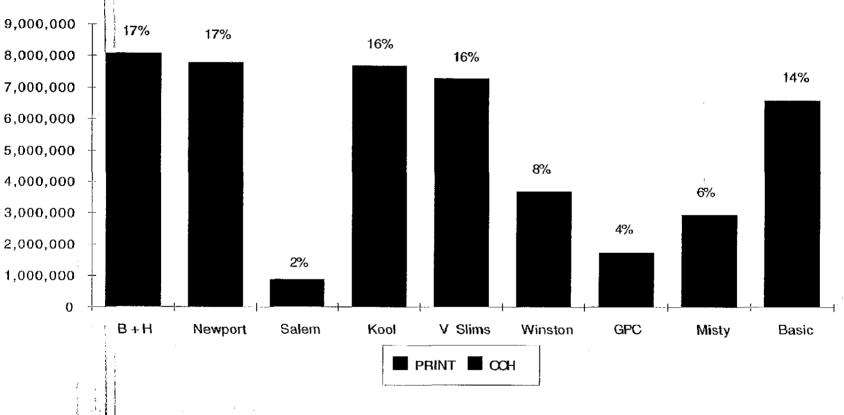


#### **FULL YEAR 1994 REGION 1 COMPETITIVE EXPENDITURES**

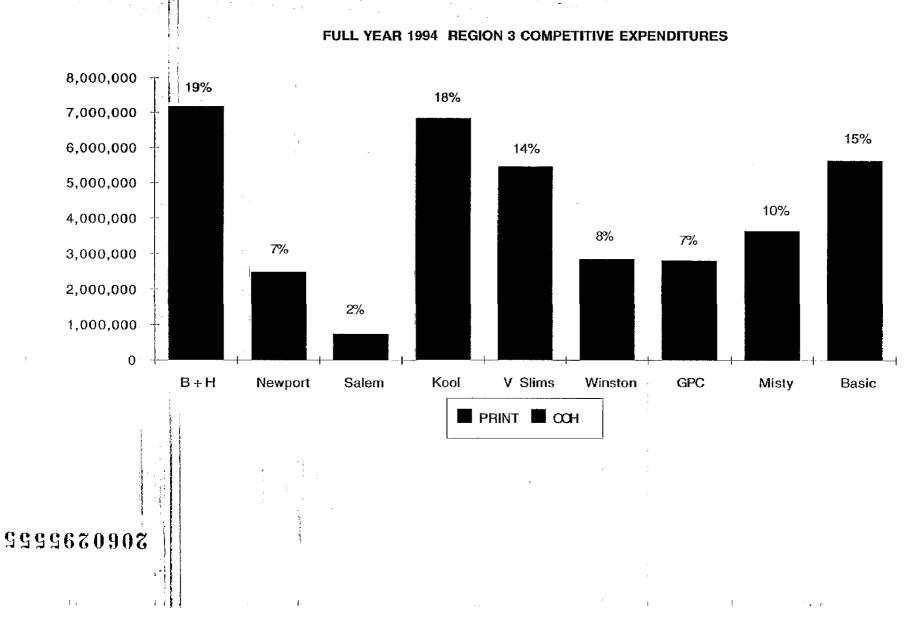


الا أن

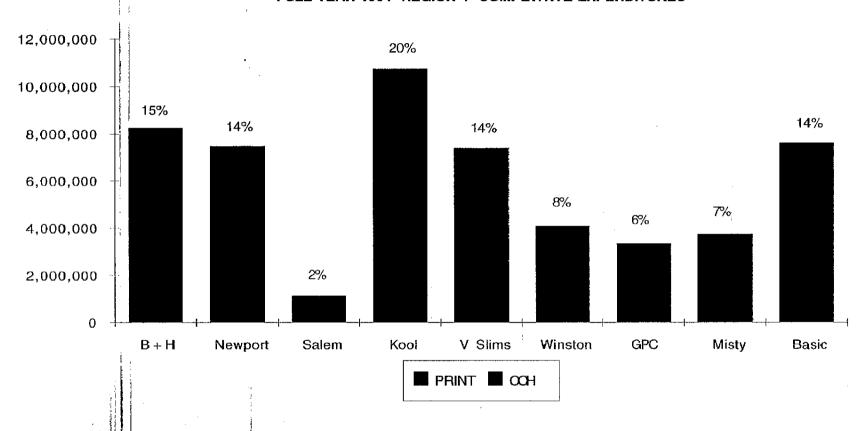
## FULL YEAR 1994 REGION 2 COMPETITIVE EXPENDITURES

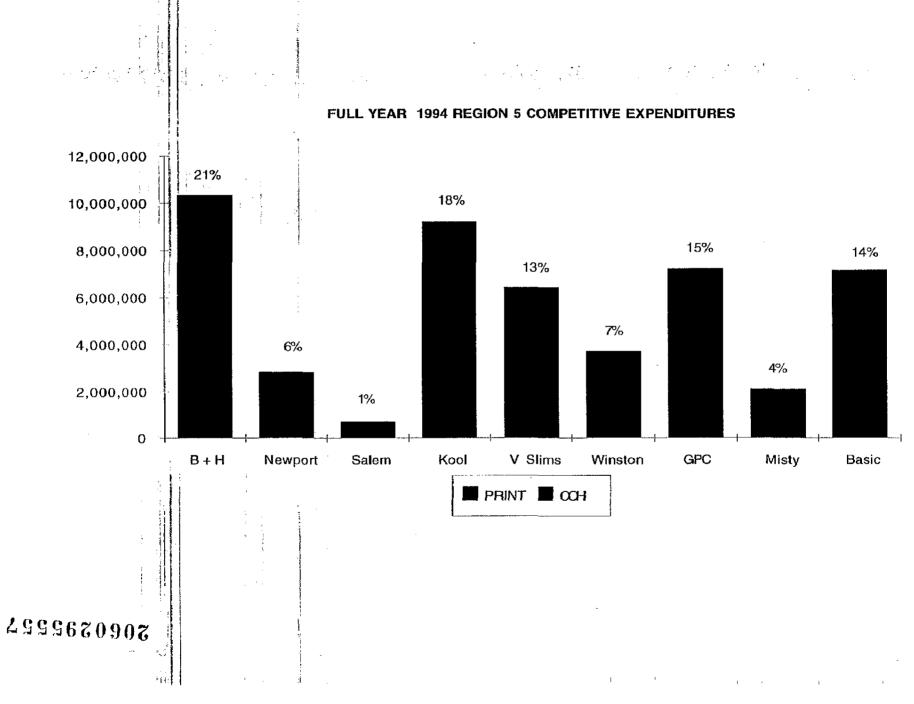


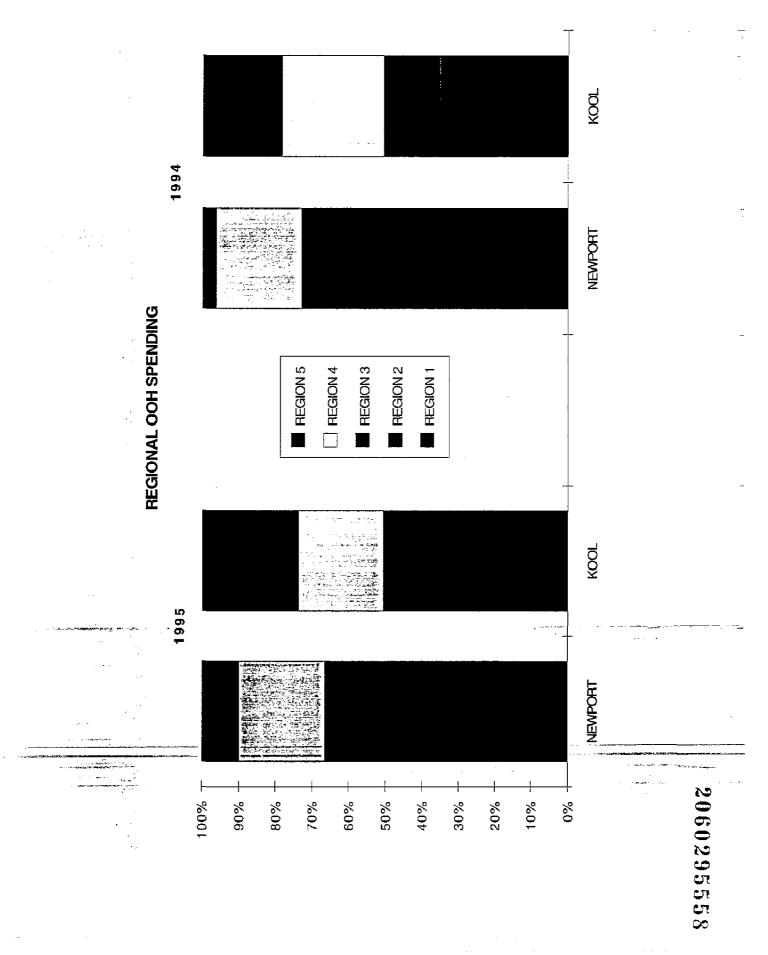
ΞĖ



#### **FULL YEAR 1994 REGION 4 COMPETITIVE EXPENDITURES**







MISTY
TOTAL INSERTIONS: 178

1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
#INSERTIONS	1	5	27	10	11	16	9	12	17	21	26	23
GRP'S:												
AS: 25-54	14	37	179	56	88	128	70	69	120	151	167	173
MS: 25-54	11	28	101	28	52	72	42	43	74	91	63	93
FS: 25-54	16	49	274	86	128	197	106	99	163	220	288	247
REACH/FREQ:												
AS: 25-54	13.7/1.0	23.4/1.6	59.5/3.0	37.2/1.5	49.0/1.8	53.3/2.4	38.7/1.8	34.7/2.0	54.5/2.2	58.1/2.6	52.1/3.2	57.6/2.9
MS: 25-54	11.4/1.0	18.7/1.5	45.7/2.2	23.2/1.2	37.3/1.4	38.0/1.9	26,3/1.6	23.7/1.8	43.5/1.7	45.4/2.0	30.0/2.1	42.4/2.2
FS: 25-54	16.3/1.0	28.8/1.7	76.1/3.6	53.7/1.6	63.9/2.0	70.4/2.8	52.9/2.0	47.1/2.1	67.8/2.4	73.2/3.0	75.7/3.8	74.7/3.3
OOH: (\$MM) BULLETINS 30-SHEET	0 \$8	0 \$11	0 \$359	\$23 \$8	\$176 \$1,051	\$32 \$376	\$336 \$267	\$35 <b>1</b> \$1,130	\$20 \$277	\$15 \$4	0 \$548	0 \$101

WINSTON

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
# INSERTIONS	25	9	10	17	14	16	11
GRPS:							
AS: 25-54 MS: 25-54	176 176	66 66	61 74	101 97	124 118	94 94	80 79
FS: 25-54	170	61	52	105	130	94	- 86
REACH/FREQ:				·			
AS: 25-54 MS: 25-54 FS: 25-54	67.8/2.6 67.6/2.6 68.1/2.5	43.8/1.5 44.0/1.5 43.6/1.4	40.9/1.5 46.0/1.6 34.8/1.5	56.0/1.8 53.8/1.8 58.5/1.8	61.8/2.0 58.9/2.0 65.1/2.0	52.2/1.8 52.3/1.8 52.1/1.8	49.9/1.6 49.4/1.6 50.7/1.7
OOH \$: (\$MM)							
BULLETINS POSTING	\$69 \$9 <sup>†</sup>	\$878 \$965	\$1,057 \$964	\$238 \$120	\$19 \$29	\$0 \$2	\$0 \$0

0999670907

The second of the second of the second

**NEWPORT** 

YTD: 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
# INSERTIONS	13	17	16	12	16	15	14
GRP'S:							
AS: 25-54 MS: 25-54 FS: 25-54	85 82 93	113 109 111	97 102 93	85 83 87	113 123 99	107 101 119	123 107 141
REACH/FREQ:							
AS: 25-54 MS: 25-54 FS: 25-54	47.2/1.8 48.2/1.7 51.7/1.8	53.6/2.1 52.0/2.1 55.5/2.0	51.3/1.9 51.2/2.0 51.7/1.8	47.0/1.8 45.9/1.8 48.1/1.8	51.5/2.2 53.4/2.3 49.6/2.0	53.3/2.0 50.4/2.0 56.7/2.1	55.7/2.2 50.8/2.1 61.3/2.3
OOH: (\$MM)							
BULLETINS POSTING	\$735 \$330	\$757 \$352	\$931 \$453	\$968 \$447	\$1,079 \$862	\$1,023 \$948	\$1,032 \$989

KOOL
TOTAL INSERTIONS: 188

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	26	25	32	23	26	26	30
GRPS:							
AS: 25-54 MS: 25-54 FS: 25-54	157 140 170	167 167 168	221 237 207	187 191 177	160 165 162	201 191 219	201 213 189
REACH/FREQ:							
AS: 25-54 MS: 25-54 FS: 25-54 OOH: (\$MM)	62.7/2.5 60.9/2.3 65.1/2.6	66.8/2.5 66.6/2.5 67.1/2.5	73.8/3.0 74.2/3.2 73.8/2.8	69.4/2.7 70.6/2.7 68.1/2.6	66.6/2.4 66.0/2.5 67.3/2.4	71.7/2.8 68.3/2.8 75.4/2.9	71.8/2.8 73.3/2.9 70.1/2.7
BULLETINS POSTING	\$1,777 \$334	\$1,754 \$390	\$2,022 \$601	\$2,150 \$533	\$2,050 \$434	\$1,820 \$455	\$2,009 \$385

CAMEL

1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
#INSERTIONS	9	13	41	30	15	11	19	20	19	14	20	18
GRPS:												
AS: 25-54	23	120	238	151	88	98	97	17 <b>1</b>	104	66	83	176
MS: 25-54	36	123	242	159	110	99	132	188	124	71	94	171
FS: 25-54	5	117	235	144	55	92	56	145	79	60	66	176
REACH/FREQ;												
AS: 25-54	14.1/1/6	59.8/2.0	74.5/3.2	62.8/2.4	46.1/1.9	54.6/1.8	46.0/2.1	65.9/2.6	49.7/2.1	41.0/1.6	43.8/1.9	67.8/2.6
MS: 25-54	22.7/1.6	58.5/2.1	73.4/3.3	63.4/2.5	55.0/2.0	55.2/1.8	54.8/2.4	67.2/2.8	53.8/2.3	41.7/1.7	49.7/1.9	65.6/2.6
FS: 25-54	4.1/1.3	61.5/1.9	75.9/3.1	62.5/2.3	36.4/1.5	54.1/1.7	39.8/1.4	66.0/2.2	46.6/1.7	40.3/1.5	36.8/1.8	70.4/2.5
OOH: (\$MM)												
BULLETINS	\$40	\$42	\$112	\$120	\$58	\$25	\$125	\$1,381	\$1,680	\$1,420	\$1,265	\$195
30-SHEET	\$0	\$0	\$0	\$0	\$0	\$0	\$45	\$1,459	\$1,836	\$1,283	\$1,387	\$64

### 1995 YTD REPORTED SPENDING

	PRINT	SOS	OOH	sos	TOTAL	SOS
Tot United States						
Tot B + H	15,536,760	18.9	3,283,427	4.5	18,820,187	12.2
Tot Newport	7,303,030	8.9	15,291,002	21.1	22,594,032	14.6
Tot Kool	16,535,204	20.1	19,925,723	27.5	36,460,927	23.6
Tot V Slims	16,036,069	19.5	4,253,491	5.9	20,289,560	13.1
Tot Winston	8,010,342	9.7	5,123,034	7.1	13,133,376	8.5
Tot GPC	294,306	0.4	11,660,306	16.1	11,954,612	7.7
Tot Misty	4,621,344	5.6	4,627,362	6.4	9,248,706	6.0
Tot Basic	13,841,806	16.8	8,417,341	11.6	22,259,147	14.4
	82,178,861	100.0	72,581,686	100.0	154,760,547	100.0
Region 1						
Tot B + H	3,637,560	20.7	726,250	5.4	4,363,811	14.0
Tot Newport	1,543,373	8.8	6,170,558	45.8	7,713,931	24.8
Tot Kool	3,608,363	20.5	3,719,827	27.6	7,328,190	23.6
Tot V Slims	3,357,724	19.1	656,745	4.9	4,014,469	12.9
Tot Winston	1,599,045	9.1	1,054,326	7.8	2,653,371	8.5
Tot GPC	3,881	0.0	170,724	1.3	174,605	0.6
Tot Misty	973,516	5.5	473,253	3.5	1,446,769	4.7
Tot Basic	2,879,513	16.4	491,649	3.7	3,371,162	10.9
	17,602,975	100.0	13,463,332	100.0	31,066,307	100.0
Region 2						
Tot B + H	3,088,763	19.2	782,507	5.0	3,871,270	12.2
Tot Newport	1,461,758	9.1	3,842,011	24.7	5,303,769	16.8
Tot Kool	3,120,868	19.4	3,699,809	23.8	6,820,677	21.5
Tot V Slims	3,422,814	21.2	1,332,258	8.6	4,755,072	15.0
Tot Winston	1,488,617	9.2	1,123,930	7.2	2,612,547	8.3
Tot GPC	19,873	0.1	1,893,830	12.2	1,913,703	6.0
Tot Misty	901,081	5.6	1,278,793	8.2	2,179,874	6.9
Tot Basic	2,610,774	16.2	1,592,559	10.2	4,203,333	13.3
TOT DUOID			15,545,697	100.0	31,660,245	100.0
	10,717,040	100.0	10,040,007	100.0	01,000,240	100.0
Region 3	· · · · · · · · · · · · · · · · · · ·					
Tot B + H	2,516,301	18.8	616,451	6.0	3,132,752	13.2
Tot Newport	1,166,629	8.7	562,480	5.5	1,729,109	7.3
Tot Kool	2,614,129	19.5	3,044,524	29.6	5,658,653	23.9
Tot V Slims	2,655,105	19,8	559,543	5.4	3,214,648	13.6
Tot Winston	1,399,837	10.5	715,160	6.9	2,114,997	8.9
Tot GPC	63,778	0.5	1,983,450	19.3	2,047,228	8.6
Tot Misty	750,284	5.6	1,454,457	14.1	2,204,741	9.3
Tot Basic	2,222,832	16.6	1,358,760	13.2	3,581,592	15.1
	13,388,896	100.0	10,294,825	100.0	23,683,721	100.0

### 1995 YTD REPORTED SPENDING

						. 4.5
	PRINT	SOS	OOH	806	TOTAL	SOS
	,		and the long		•	***
Region 4						, 70.
Tot B + H	2,993,890	17.1	138,282	0.9	<u>3,1</u> 32,172	9.8
Tot Newport	1,574,875	9.0	3,317,383	22.8	4,892,258	15.3
Tot Kool	3,525,431	20.2	4,611,901	31.7	8,137,332	25.4
Tot V Slims	3,379,919	19.3	581,006	4.0	3,960,925	12.4
Tot Winston	1,787,465	10.2	1,334,325	9.2	3,121,790	9.7
Tot GPC	49,656	0.3	751,874	5.2	801,530	2.5
Tot Misty	1,021,945	5.8	1,403,260	9.6	2,425,205	7.6
Tot Basic	3,159,557	18.1	2,420,022	16.6	5,579,579	17.4
	17,492,738	100.0	14,558,053	1,00.0	32,050,791	100.0
Region 5					•	
Tot B + H	3,300,246	18.8	1,019,937	5.4	4,320,182	11.9
Tot Newport	1,556,394	8.9	1,398,570	7.5	2,954,964	8.1
Tot Kool	3,666,413	20.9	4,849,665	25.9	8,516,075	23.5
Tot V Slims	3,220,506	18.3	1,123,939	6.0	4,344,445	12.0
Tot Winston	1,735,378	9.9	895,293	4.8	2,630,671	7.2
Tot GPC	157,118	0.9	6,860,428	36.6	7,017,546	19.3
Tot Misty	974,518	5.5	17,599	0.1	992,117	2.7
Tot Basic	2,969,130	16.9	2,554,351	13.6	5,523,481	15.2
	17,579,703	100.0	18,719,782	100.0	36,299,482	100.0

### **FULL YEAR 1994 COMPETITIVE EXPENDITURES**

B + H   97,624,155   26%   6,121,188   6%   43,745,343   18%   Newport   9,451,878   7%   23,292,482   24%   32,744,360   14%   Salem   4,021,284   3%   1,404,284   1%   5,425,588   2%   Kool   20,212,186   14%   23,200,529   24%   43,412,689   18%   VSlims   28,010,443   20%   6,115,463   6%   34,125,900   14%   Winston   12,094,205   8%   5,565,574   6%   17,659,779   7%   GPC   1,685,712   1%   13,998,094   14%   15,623,805   6%   Misty   9,793,062   7%   5,095,162   5%   14,888,224   6%   Misty   9,793,062   7%   5,095,162   5%   14,888,224   6%   Basic   20,380,272   14%   13,906,924   14%   34,287,196   14%   TOTAL US.   143,273,177   100%   98,839,694   100%   241,912,871   100%   TOTAL US.   143,273,177   100%   98,839,694   100%   241,912,871   100%   TOTAL   Salem   1,303,353   4%   585,055   3%   1,915,339   4%   4,375,797   20%   8,897,380   17%   VSlims   6,066,497   19%   1,439,040   7%   7,505,537   14%   Winston   2,685,359   8%   580,972   3%   3,266,331   6%   GPC   114,851   0%   350,442   2%   465,293   1%   Misty   2,012,886   6%   371,996   2%   2,384,892   4%   Basic   4,345,952   14%   2,876,996   13%   7,222,948   13%   TOTAL REGION   31,741,859   100%   21,934,185   100%   53,676,044   100%   REGION2   PRINT	TOTAL U.S.	PRINT		оон		TOTAL		
Newport			26%		6%		18%	
Salem			7%					
Kool   20,212,166   14%   23,200,523   24%   43,412,689   18%   V Slims   28,010,443   20%   6,115,463   6%   34,125,906   14%   Winston   12,094,205   8%   5,565,574   6%   17,659,779   7%   60%   7%   7%   7%   7%   7%   7%   7%	,		3%			5,425,568	2%	
Visims	Kool		14%	23,200,523	24%			
Winston         12,094,205         8%         5,585,574         6%         17,689,779         7%           GPC         1,685,712         1%         13,938,094         14%         15,623,806         6%           Misty         9,793,062         7%         5,095,162         5%         14,888,224         6%           Basic         20,380,272         14%         13,906,924         100%         24,287,196         14%           TOTAL U.S.         143,273,177         100%         98,639,694         100%         24,1912,871         100%           REGION 1         PRINT         OCH         TOTAL         TOTAL           Be + H         8,661,222         27%         1,235,385         6%         9,886,587         18%           Salam         1,330,353         4%         585,045         3%         1,915,388         4%           Kool         4,521,563         14%         4,375,787         20%         8,887,380         17%           V Slims         6,066,497         19%         1,439,040         7%         7,505,537         14%           Winston         2,685,359         8%         580,042         2%         465,283         1%           Misty	V Slims	•	20%					
GPC         1,685,712         1%         13,938,094         14%         15,623,806         6%           Misty         9,793,062         7%         5,095,162         5%         14,888,224         6%           Basic         20,390,272         14%         13,906,924         14%         34,287,198         14%           TOTAL U.S.         143,273,177         100%         98,639,694         100%         241,912,871         100%           REGION 1         PRINT         OOH         TOTAL           B+H         8,661,222         27%         1,235,355         6%         9,896,587         18%           Newport         2,003,176         6%         10,118,532         46%         12,121,708         23%           Salem         1,330,353         4%         585,045         3%         1,915,398         4%           Kool         4,521,563         14%         4,375,797         20%         8,887,360         17%           V Slims         6,066,497         19%         1,439,040         7%         7,505,537         14%           Winston         2,685,359         8%         580,972         3%         3,266,331         6%           GPC         114,851			8%		6%			
Misty         9,793,062         7%         5,095,162         5%         14,888,224         6%           Basic         20,380,272         14%         13,906,924         14%         34,287,196         14%           TOTAL U.S.         143,273,177         100%         98,639,694         100%         241,912,871         100%           REGION 1         PRINT         OCH         TOTAL         TOTAL           B + H         8,661,222         27%         1,235,365         6%         9,896,587         18%           Newport         2,003,176         6%         10,118,532         46%         12,121,708         23%           Salem         1,330,353         4%         585,045         3%         1,915,388         4%           Kool         4,521,563         14%         4,375,797         20%         3,897,360         17%           V Slims         6,066,497         19%         1,439,040         7%         7,505,537         14%           Winston         2,618,559         8%         580,972         3%         3,266,331         6%           Basic         4,345,952         14%         2,876,996         13%         7,222,948         13%           TOTAL			1%					
Basic   20,380,272   14%   13,906,924   14%   34,287,196   14%   TOTAL   TOTAL   B + H   8,661,222   27%   1,235,365   6%   9,896,587   18%   Nawport   2,093,176   6%   1,0118,532   46%   12,121,708   23%   Salem   1,330,353   4%   585,045   3%   1,915,398   4%   Kool   4,521,563   14%   4,375,797   20%   8,897,360   17%   VSlims   6,066,497   19%   1,439,040   7%   7,505,537   14%   Winston   2,685,359   8%   580,972   3%   3,266,331   6%   GPC   114,851   0%   350,442   2%   465,293   1%   Misty   2,012,886   6%   371,996   2%   2,384,882   4%   2,376,996   13%   7,222,948   13%   TOTAL REGION   31,741,859   100%   21,934,185   100%   53,676,044   100%   REGION 2   RINT   TOTAL   Salem   716,234   3%   176,107   1%   882,341   2%   Kool   3,940,800   14%   3,845,381   20%   7,686,181   16%   Kool   3,840,800   14%   3,845,381   20%   7,686,181   16%   Kool   3,294,749   14%   2,2728,987   14%   6,592,230   14%   TOTAL   REGION   27,604,970   100%   19,085,650   100%   46,690,620   100%   REGION   3,294,749   14%   3,549,233   24%   8,843,982   18%   VSlims   4,527,180   20%   945,173   6%   5,472,353   14%   VSlims   4,527,180   20%   945,173   6%   6%   2,890,299   3%   6%								
REGION 1	•							
B + H				,				
B + H	DECION 1	DDINT		CO11		TOTAL		
Newport   2,003,176   6%   10,118,532   46%   12,121,708   23%   Salem   1,330,353   4%   585,045   3%   1,915,398   4%   Kool   4,521,563   14%   4,375,797   20%   8,897,360   17%   V Slims   6,066,497   19%   1,439,040   7%   7,505,537   14%   Winston   2,685,359   8%   580,972   3%   3,266,331   6%   GPC   114,851   0%   350,442   2%   465,293   1%   Misty   2,012,886   6%   371,996   2%   2,384,882   4%   Basic   4,345,952   14%   2,876,996   13%   7,222,948   13%   TOTAL REGION   31,741,859   100%   21,934,185   100%   53,676,044   100%   REGION 2   PRINT			279/		69/		100/	
Salem         1,330,353         4%         585,045         3%         1,915,398         4%           Kcol         4,521,563         14%         4,375,797         20%         8,897,360         17%           V Slims         6,066,497         19%         1,439,040         7%         7,505,537         14%           Winston         2,685,359         8%         580,972         3%         3,266,331         6%           GPC         114,851         0%         350,442         2%         465,293         1%           Misty         2,012,886         6%         371,996         2%         2,384,882         4%           Basic         4,345,952         14%         2,876,996         13%         7,222,948         13%           TOTAL REGION         31,741,859         100%         21,934,185         100%         53,676,044         100%           REGION2         PRINT         OOH         TOTAL         TOTAL         19%         1,055,246         6%         9,078,247         17%           Newport         1,877,740         7%         5,902,187         31%         7,779,927         17%           Salem         716,234         3%         176,107         1%								
Kool	•							
V Slims 6,066,497 19% 1,439,040 7% 7,505,537 14% Winston 2,685,359 8% 580,972 3% 3,266,331 6% GPC 114,851 0% 350,442 2% 465,293 1% Misty 2,012,886 6% 371,996 2% 2,384,882 4% Basic 4,345,952 14% 2,876,996 13% 7,222,948 13% TOTAL REGION 31,741,859 100% 21,934,185 100% 53,676,044 100%  REGION 2 PRINT OOH TOTAL  B + H 7,023,001 25% 1,055,246 6% 8,078,247 17% Newport 1,877,740 7% 5,902,187 31% 7,779,927 17% Salem 716,234 3% 176,107 11% 882,341 2% Kool 3,840,800 14% 3,845,381 20% 7,686,181 16% V Slims 5,659,781 21% 1,618,836 8% 7,278,817 16% Winston 2,153,657 8% 1,535,358 8% 3,689,015 8% GPC 479,438 2% 1,259,597 7% 1,739,035 4% Misty 1,991,077 7% 963,951 5% 2,955,028 6% Basic 3,863,243 14% 2,728,987 14% 6,592,230 14% TOTAL REGION: 27,604,970 100% 19,085,650 100% 46,690,620 100%  REGION 3 PRINT OOH TOTAL  REGION 4 PRINT OOH TOTAL  REGION 3 PRINT OOH TOTAL  REGION 3 PRINT OOH TOTAL  REGION 3 PRINT OOH TOTAL  REGION 4 PRINT OOH TOTAL  REGION 5 PRINT OOH TOTAL  REGION 5 PRINT OOH TOTAL  REGION 6 PRINT OOH TOTAL  REGION 1 PRINT OOH TOTAL  REGION 3 PRINT OOH TOTAL REGION 5 PRINT OOH REGION 6 PRINT REGION 6 PRINT REGION 6 PRINT REGION 6 PRINT REGION 7 PRINT REGION 7 PRINT REGION 8 PRIN								
Winston 2,685,359 8% 580,972 3% 3,266,331 6% GPC 114,851 0% 350,442 2% 465,293 1% Misty 2,012,886 6% 371,996 2% 2,384,882 4% Basic 4,345,952 14% 2,876,996 13% 7,222,948 13% TOTAL REGION 31,741,859 100% 21,934,185 100% 53,676,044 100% PRINT OOH TOTAL 1,877,740 7% 5,902,187 31% 7,779,927 17% Salem 716,234 3% 176,107 11% 892,341 2% Kool 3,840,800 14% 3,845,381 20% 7,686,181 16% Winston 2,153,857 8% 1,535,358 8% 3,689,015 8% GPC 479,438 2% 1,259,597 7% 1,739,035 4% Misty 1,991,077 7% 963,951 5% 2,955,028 6% Basic 3,883,243 14% 2,728,987 14% 6,592,230 14% TOTAL REGION: 27,604,970 100% 19,085,650 100% 46,690,620 100% PRINT OOH TOTAL 1,512,363 7% 986,620 7% 2,498,983 7% Salem 549,085 2% 203,407 11% 752,492 2% Kool 3,294,749 14% 3,549,233 24% 6,843,982 18% Winston 1,928,534 8% 940,765 6% 2,869,299 8% GPC 251,877 1% 2,559,581 17% 2,821,458 7% Misty 1,991,77 7% 963,951 5% 2,955,028 6% Basic 3,842,749 14% 3,549,233 24% 6,843,982 18% VSlims 4,527,180 20% 945,173 6% 5,472,353 14% Winston 1,928,534 8% 940,765 6% 2,869,299 8% GPC 251,877 1% 2,559,581 17% 2,821,458 7% Misty 1,757,185 8% 1,907,194 13% 3,664,379 10% Misty 1,757,185 8% 1,907,194 13% 3,6								
GPC Mistry         114,851 0% 350,442 2% 2% 2,384,882 4%           Mistry         2,012,886 6% 371,996 2% 2,384,882 4%           Basic         4,345,952 14% 2,876,996 13% 7,222,948 13%           TOTAL REGION 31,741,859 100% 21,934,185 100% 53,676,044 100%           REGION 2         PRINT         OOH         TOTAL           B + H 7,023,001 25% 1,055,246 6% 8,078,247 17%         Newport 1,877,740 7% 5,902,187 31% 7,779,927 17%         Salem 716,234 3% 176,107 1% 892,341 2%           Kool 3,840,800 14% 3,845,381 20% 7,686,181 18%         V Slims 5,659,781 21% 1,618,836 8% 7,278,617 16%         Newport 2,153,657 8% 1,535,358 8% 3,689,015 8%           Winston 2,153,657 8% 1,535,358 8% 3,689,015 8%         Mistry 1,991,077 7% 963,951 5% 2,955,028 6%         6% 88sic 3,863,243 14% 2,728,987 14% 6,592,230 14%           TOTAL REGION: 27,604,970 100% 19,085,650 100% 46,690,620 100%         100%           REGION 3 PRINT OOH TOTAL 8         TOTAL 18           Kool 3,294,749 14% 3,549,233 24% 6,843,982 18%         Y Slims 4,527,180 20% 945,173 6% 5,472,353 14%           V Slims 4,527,180 20% 945,173 6% 5,472,353 14%         Y Slims 4,527,180 20% 945,173 6% 5,472,353 14%           Winston 1,928,534 8% 940,765 6% 2,869,299 8%         CPC 251,877 1% 2,569,581 17% 2,821,458 7%           GPC 251,877 15 8 8% 1,907,194 13% 3,664,379 10%         Y Slims 3,384,878 15% 2,265,951 15% 5,650,829 15%           TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%								
Misty         2,012,886         6%         371,996         2%         2,384,882         4%           Basic         4,345,952         14%         2,876,996         13%         7,222,948         13%           TOTAL REGION         31,741,859         100%         21,934,185         100%         53,676,044         100%           REGION 2         PRINT         OOH         TOTAL         TOTAL         PRINT         OOH         TOTAL           B + H         7,023,001         25%         1,055,246         6%         8.078,247         17%           Newport         1,877,740         7%         5,902,187         31%         7,779,927         17%           Salem         716,234         3%         176,107         1%         892,341         2%           V Slims         5,659,781         21%         1,618,836         8%         7,278,617         16%           Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%						· ·		
Basic         4,345,952         14%         2,876,996         13%         7,222,948         13%           TOTAL REGION         31,741,859         100%         21,934,185         100%         53,676,044         100%           REGION 2         PRINT         OOH         TOTAL         TOTAL           B + H         7,023,001         25%         1,055,246         6%         8,078,247         17%           Newport         1,877,740         7%         5,902,187         31%         7,779,927         17%           Salem         716,234         3%         176,107         1%         892,341         2%           Kool         3,840,800         14%         3,845,381         20%         7,686,181         16%           V Slims         5,659,781         21%         1,618,836         8%         7,278,617         16%           Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,843,880 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
REGION 2         PRINT         OOH         TOTAL           B + H         7,023,001         25%         1,055,246         6%         8.078,247         17%           Newport         1,877,740         7%         5,902,187         31%         7,779,927         17%           Salem         716,234         3%         176,107         1%         892,341         2%           Kool         3,840,800         14%         3,845,381         20%         7,686,181         16%           V Slims         5,659,781         21%         1,618,836         8%         7,278,617         16%           Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION 2         27,604,970         100%         19,085,650         100%         7,167,149         19%           Newport         1,512,363         7%	•	· ·						
REGION 2         PRINT         OOH         TOTAL           B + H         7,023,001         25%         1,055,246         6%         8,078,247         17%           Newport         1,877,740         7%         5,902,187         31%         7,779,927         17%           Salem         716,234         3%         176,107         1%         892,341         2%           Kool         3,840,800         14%         3,945,381         20%         7,686,181         16%           V Slims         5,659,781         21%         1,618,836         8%         7,278,617         16%           Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION :         27,604,970         100%         19,085,650         100%         7,167,149         19%           Newport         1,512,363         7%								•
Newport	TOTAL REGION.	31,741,859	100%	21,934,185	100%	53,676,044	100%	
Newport	REGION 2	PRINT		ООН		TOTAL		pyen
Newport 1,877,740 7% 5,902,187 31% 7,779,927 17% Salem 716,234 3% 176,107 1% 892,341 2% Kool 3,840,800 14% 3,845,381 20% 7,686,181 16% V Slims 5,659,781 21% 1,618,836 8% 7,278,617 16% Winston 2,153,657 8% 1,535,358 8% 3,689,015 8% GPC 479,438 2% 1,259,597 7% 1,739,035 4% Misty 1,991,077 7% 963,951 5% 2,955,028 6% Basic 3,863,243 14% 2,728,987 14% 6,592,230 14% TOTAL REGION: 27,604,970 100% 19,085,650 100% 46,690,620 100% PRINT OOH TOTAL REGION: 1,512,363 7% 986,620 7% 2,498,983 7% Salem 549,085 2% 203,407 1% 752,492 2% Kool 3,294,749 14% 3,549,233 24% 6,843,982 18% V Slims 4,527,180 20% 945,173 6% 5,472,353 14% Winston 1,928,534 8% 940,765 6% 2,869,299 8% GPC 251,877 1% 2,569,581 17% 2,821,458 7% Misty 1,757,185 8% 1,907,194 13% 3,664,379 10% Misty 1,757,185 8% 1,907,194 13% 3,664,379 10% Basic 3,384,878 15% 2,265,951 15% 5,650,829 15% TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100% TT	<del>,</del>	7,023,001	25%	1,055,246	6%		17%	U.
Salem	Newport	1,877,740	7%	5,902,187	31%	7,779,927		
Kool         3,840,800         14%         3,845,381         20%         7,686,181         16%           V Slims         5,659,781         21%         1,618,836         8%         7,278,617         16%           Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION1         27,604,970         100%         19,085,650         100%         46,690,620         100%           REGION3         PRINT         OOH         TOTAL         TOTAL         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims	•	716,234	3%		1%	892,341	2%	
Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION:         27,604,970         100%         19,085,650         100%         46,690,620         100%           B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%         10           Winston         1,928,534         8%         940,765         6%         2,869,299         8%	Kool	3,840,800	14%	3,845,381	20%	7,686,181	16%	
Winston         2,153,657         8%         1,535,358         8%         3,689,015         8%           GPC         479,438         2%         1,259,597         7%         1,739,035         4%           Misty         1,991,077         7%         963,951         5%         2,955,028         6%           Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION:         27,604,970         100%         19,085,650         100%         46,690,620         100%           B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%         10           Winston         1,928,534         8%         940,765         6%         2,869,299         8%	V Slims	5,659,781	21%	1,618,836	8%	7,278,617	16%	
GPC       479,438       2%       1,259,597       7%       1,739,035       4%         Misty       1,991,077       7%       963,951       5%       2,955,028       6%         Basic       3,863,243       14%       2,728,987       14%       6,592,230       14%         TOTAL REGION¹       27,604,970       100%       19,085,650       100%       46,690,620       100%         REGION3       PRINT       OOH       TOTAL       TOTAL         B + H       5,734,800       25%       1,432,349       10%       7,167,149       19%         Newport       1,512,363       7%       986,620       7%       2,498,983       7%         Salem       549,085       2%       203,407       1%       752,492       2%         Kool       3,294,749       14%       3,549,233       24%       6,843,982       18%         V Slims       4,527,180       20%       945,173       6%       5,472,353       14%         Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty <t< td=""><td>Winston</td><td>2,153,657</td><td>8%</td><td></td><td>8%</td><td>3,689,015</td><td>8%</td><td></td></t<>	Winston	2,153,657	8%		8%	3,689,015	8%	
Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION:         27,604,970         100%         19,085,650         100%         46,690,620         100%           REGION3         PRINT         OOH         TOTAL         TOTAL           B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%           Winston         1,928,534         8%         940,765         6%         2,869,299         8%           GPC         251,877         1%         2,569,581         17%         2,821,458         7%           Misty         1,757,185         8%         1,907,194         13%         3,664,379         10%           Basic         3,384,878	GPC	479,438	2%	1,259,597	7%		4%	
Basic         3,863,243         14%         2,728,987         14%         6,592,230         14%           TOTAL REGION:         27,604,970         100%         19,085,650         100%         46,690,620         100%           REGION3         PRINT         OOH         TOTAL         TOTAL           B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%           Winston         1,928,534         8%         940,765         6%         2,869,299         8%           GPC         251,877         1%         2,569,581         17%         2,821,458         7%           Misty         1,757,185         8%         1,907,194         13%         3,664,379         10%           Basic         3,384,878	Misty	1,991,077	7%	963,951	5%	2,955,028	6%	
TOTAL REGION: 27,604,970 100% 19,085,650 100% 46,690,620 100%  REGION3 PRINT OOH TOTAL  B + H 5,734,800 25% 1,432,349 10% 7,167,149 19%  Newport 1,512,363 7% 986,620 7% 2,498,983 7%  Salem 549,085 2% 203,407 1% 752,492 2%  Kooi 3,294,749 14% 3,549,233 24% 6,843,982 18%  V Slims 4,527,180 20% 945,173 6% 5,472,353 14%  Winston 1,928,534 8% 940,765 6% 2,869,299 8%  GPC 251,877 1% 2,569,581 17% 2,821,458 7%  Misty 1,757,185 8% 1,907,194 13% 3,664,379 10%  Basic 3,384,878 15% 2,265,951 15% 5,650,829 15%  TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%	•		14%	2,728,987				
B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%           Winston         1,928,534         8%         940,765         6%         2,869,299         8%           GPC         251,877         1%         2,569,581         17%         2,821,458         7%           Misty         1,757,185         8%         1,907,194         13%         3,664,379         10%           Basic         3,384,878         15%         2,265,951         15%         5,650,829         15%           TOTAL REGION:         22,940,651         100%         14,800,273         100%         37,740,924         100%	TOTAL REGION:	27,604,970	100%	19,085,650	100%	46,690,620	1000/	,
B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%           Winston         1,928,534         8%         940,765         6%         2,869,299         8%           GPC         251,877         1%         2,569,581         17%         2,821,458         7%           Misty         1,757,185         8%         1,907,194         13%         3,664,379         10%           Basic         3,384,878         15%         2,265,951         15%         5,650,829         15%           TOTAL REGION:         22,940,651         100%         14,800,273         100%         37,740,924         100%								hor
B + H         5,734,800         25%         1,432,349         10%         7,167,149         19%           Newport         1,512,363         7%         986,620         7%         2,498,983         7%           Salem         549,085         2%         203,407         1%         752,492         2%           Kool         3,294,749         14%         3,549,233         24%         6,843,982         18%           V Slims         4,527,180         20%         945,173         6%         5,472,353         14%           Winston         1,928,534         8%         940,765         6%         2,869,299         8%           GPC         251,877         1%         2,569,581         17%         2,821,458         7%           Misty         1,757,185         8%         1,907,194         13%         3,664,379         10%           Basic         3,384,878         15%         2,265,951         15%         5,650,829         15%           TOTAL REGION:         22,940,651         100%         14,800,273         100%         37,740,924         100%								Hour.
Newport       1,512,363       7%       986,620       7%       2,498,983       7%         Salem       549,085       2%       203,407       1%       752,492       2%         Kool       3,294,749       14%       3,549,233       24%       6,843,982       18%         V Slims       4,527,180       20%       945,173       6%       5,472,353       14%         Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty       1,757,185       8%       1,907,194       13%       3,664,379       10%         Basic       3,384,878       15%       2,265,951       15%       5,650,829       15%         TOTAL REGION:       22,940,651       100%       14,800,273       100%       37,740,924       100%							4 # 24	*
Salem       549,085       2%       203,407       1%       752,492       2%         Kool       3,294,749       14%       3,549,233       24%       6,843,982       18%         V Slims       4,527,180       20%       945,173       6%       5,472,353       14%         Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty       1,757,185       8%       1,907,194       13%       3,664,379       10%         Basic       3,384,878       15%       2,265,951       15%       5,650,829       15%         TOTAL REGION:       22,940,651       100%       14,800,273       100%       37,740,924       100%								,,
Kool       3,294,749       14%       3,549,233       24%       6,843,982       18%         V Slims       4,527,180       20%       945,173       6%       5,472,353       14%         Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty       1,757,185       8%       1,907,194       13%       3,664,379       10%         Basic       3,384,878       15%       2,265,951       15%       5,650,829       15%         TOTAL REGION:       22,940,651       100%       14,800,273       100%       37,740,924       100%	=							
V Slims       4,527,180       20%       945,173       6%       5,472,353       14%         Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty       1,757,185       8%       1,907,194       13%       3,664,379       10%         Basic       3,384,878       15%       2,265,951       15%       5,650,829       15%         TOTAL REGION:       22,940,651       100%       14,800,273       100%       37,740,924       100%								
Winston       1,928,534       8%       940,765       6%       2,869,299       8%         GPC       251,877       1%       2,569,581       17%       2,821,458       7%         Misty       1,757,185       8%       1,907,194       13%       3,664,379       10%         Basic       3,384,878       15%       2,265,951       15%       5,650,829       15%         TOTAL REGION:       22,940,651       100%       14,800,273       100%       37,740,924       100%								
TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%		•						∑.
TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%								
TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%								<b>-</b>
TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%	•							29
TOTAL REGION: 22,940,651 100% 14,800,273 100% 37,740,924 100%								9
	TOTAL REGION (	22,940,651	100%	14,800,273	100%	37,740,924	100%	೮ೕ

#### **FULL YEAR 1994 COMPETITIVE EXPENDITURES**

REGION 4	PRINT		OOH	OOH		TOTAL		
B+H .	7,623,519	25%	635,763	3%	8,259,282	15%		
Newport	2,052,608	7%	5,441,661	23%	7,494,269	14%		
Salem	695,198	2%	439,725	2%	1,134,923	2%		
Kool	4,345,413	14%	6,410,908	27%	10,756,321	20%		
V Slims	6,069,080	20%	1,354,050	6%	7,423,130	14%		
Winston	2,631,990	9%	1,469,592	6%	4,101,582	8%		
GPC	472,644	2%	2,883,947	12%	3,356,591	6%		
Misty	2,173,941	7%	1,585,325	7%	3,759,266	7%		
Basic	4,522,524	15%	3,107,998	13%	7,630,522	14%		
TOTAL REGION 4	30,586,918	100%	23,328,969	100%	53,915,887	100%		
REGION 5	PRINT		ООН		TOTAL			
B + H	8,581,614	28%	1,762,465	9%	10,344,079	21%		
Newport	2,005,991	7%	843,482	4%	2,849,473	6%		
Salem	730,413	2%	0	0%	730,413	1%		
Kool	4,209,641	14%	5,019,204	26%	9,228,845	18%		
V Slims	5,687,906	19%	758,364	4%	6,446,270	13%		
Winston	2,694,664	9%	1,038,887	5%	3,733,551	7%		
GPC	366,902	1%	6,874,527	35%	7,241,429	15%		
Misty	1,857,973	6%	266,696	1%	2,124,669	4%		
Basic	4,263,675	14%	2,926,992	15%	7,190,667	14%		
TOTAL REGION!	30,398,779	100%	19,490,617	100%	49,889,396	100%		